ABSTRACT

The present invention aims at providing a sales system for selling products by using the Internet, by which occurrence of overheating price competition among suppliers selling the same product can be prevented.

The present invention comprises: upon receiving an application for purchasing a product provided by a supplier terminal 3 from a particular user terminal 1 via the Internet, charging a commission fee from the user terminal 1; randomly selecting a price of the product from a plurality of prices within a predetermined price range; and presenting the selected price on the user terminal 1 together with a predetermined term of validity. The user may purchase the product at the presented price, or may not purchase the product if (s)he does not agree with the presented price. By giving a price range to a single product from a single supplier, the price difference among the suppliers becomes difficult to tell, and thus overheating price competition among the stores can be avoided.